

The Rendon Group, Inc.

Federal Supply Schedule List

Revision 9

FEDERAL SUPPLY SCHEDULE PRICE LIST ADVERTISING AND INTEGRATED MARKETING SOLUTIONS (AIMS)

Contract #: GS-23F-0405K

7FCB-H2-07-0541-B

Advertising and Integrated Marketing Solutions (AIMS)

Contract Period: August 25, 2010 through August 24, 2015

The Rendon Group, Inc.

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FEDERAL SUPPLY SCHEDULE PRICE LIST ADVERTISING AND INTEGRATED MARKETING SOLUTIONS (AIMS)

I. GENERAL SERVICES ADMINISTRATION

Solicitation Number: 7FCB-H2-07-0541-B
Federal Supply Service
Authorized Federal Supply Schedule Price List

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through GSA Advantage!, a menu-driven database system. The INTERNET address GSA Advantage! Is: GSAAAdvantage.gov

Schedule Title: Advertising and Integrated Marketing Solutions (AIMS)
FSC Class/Product Code and/or Service Code: 541
Contract #: GS-23F-0405K

For more information on ordering from Federal Supply Schedules, click on the FSS Schedules button at fss.gsa.gov.

Contract Period: August 25, 2010 through August 24, 2015

Contractor: The Rendon Group, Inc.
1875 Connecticut Avenue NW
Suite 716
Washington, DC 20009
(202) 745-4900 telephone
(202) 745-0215 fax

Contractor's internet address/web site where schedule information can be found:
<http://www.rendon.com>

Contract Administration Source: Sandy Libby
Contact Address and Telephone Number
same as above

Additional Contract Administrator and Negotiator with signature authority:

Gary L. Miconi

Contracts Manager

Email: glmiconi@rendon.com

Telephone: 202 745 4900

Cell: 443 928 4274

Business Size: Large Business for NAICS code 541820 (Public Relations),
Small Business for other NAICS codes

II. CUSTOMER INFORMATION

1a. Table of Awarded Special Item Numbers (SINs)

SIN 541 1000	OTHER DIRECT COSTS
SIN 541 2	PUBLIC RELATIONS SERVICES
SIN 541 4B	VIDEO/FILM PRODUCTION SERVICES
SIN 541 5	INTEGRATED MARKETING SERVICES

1b. Model and unit price: Not Applicable

1c. Prices shown in price list are net, all discounts deducted, and valid for all areas including worldwide.

The Rendon Group	GSA Schedule Contract #: GS-23F-0405K, Advertising and Integrated Marketing Services				
	BASE	Anniversary Date	Anniversary Date	Anniversary Date	Anniversary Date
Senior Executive Manager	\$323.71	\$333.42	\$343.42	\$353.73	\$364.34
Consultant/CEO	\$309.36	\$318.64	\$328.20	\$338.05	\$348.19
Web/Internet/Experts					
Executive Management					
Consultant	\$263.77	\$271.68	\$279.83	\$288.23	\$296.88
Senior Media Strategist - Level II	\$153.69	\$158.30	\$163.05	\$167.94	\$172.98
Senior Media Strategist - Level I	\$99.15	\$102.12	\$105.19	\$108.34	\$111.59
Media Strategist- Level IV	\$86.76	\$89.36	\$92.04	\$94.80	\$97.65
Media Strategist- Level III	\$74.37	\$76.60	\$78.90	\$81.27	\$83.70
Media Strategist- Level II	\$69.41	\$71.49	\$73.64	\$75.85	\$78.12
Media Strategist - Level I	\$64.45	\$66.38	\$68.38	\$70.43	\$72.54
Administrative Support - II	\$54.53	\$56.17	\$57.85	\$59.59	\$61.37
Administrative Support - I	\$44.62	\$45.96	\$47.34	\$48.76	\$50.22

1c1. LABOR

Chief Executive Officer

Supervisor: Not Applicable

Employment Status: Exempt (Executive Exemption)

Position Summary: The CEO is responsible for providing strategic leadership for the company drive sales efforts on behalf of company. The CEO will also establish long-range goals, strategies, plans, and policies. The CEO is responsible for developing client communication and public relation policy and objectives and oversight of all implementation of all client communications plans and information operations.

Major Responsibilities:

- Provide leadership and management to ensure that the mission and company values are put into practice;
- Collaborate with the Executive and Senior Management Teams to develop and implement plans for operational infrastructure of systems, processes and personnel design to accommodate growth strategies;
- Support the development of new business presentations and marketing strategies;
- Provide Strategic counsel to heads of state, senior government and military officials and corporate clients;
- Counsel clients on strategic communication in crisis situations;
- Advise clients on policy issues as they impact the client's business strategies;
- Coordinate business meetings between business leaders and client executives;
- Manage and conduct Strategic Planning Sessions for clients;
- Act as the lead of "care and feeding" efforts;
- Represents the company with clients and among industry leaders.

Minimum Qualifications: The CEO has a Bachelor's Degree and more than 20 years of experience in international strategic communications.

Skills, Abilities, and Other Requirements: The CEO is a self-driven individual with exceptional problem-solving skills. The CEO has the ability to build large international professional networks and interact at the highest levels of governments, military organizations, and private businesses.

Working/Environmental Conditions: The CEO is located at TRG HQ in Washington, DC. Worldwide travel 90% of the time.

Executive Management Consultant

Supervisor: Not Applicable

Employment Status: Independent Contractor

Position Summary: Management Consultant will work with Executive Management to define the nature and extent of the problem that they have been asked to solve. During this phase, they analyze relevant data—which may include annual revenues, employment, or expenditures and interview managers and employees while observing their operations. The analysts or consultants will then develop solutions to the problem. While preparing their recommendations, consultants will take into account the nature of the organization, the relationship it has with others in the industry, and its internal organization and culture. Consultants will report their findings and recommendations to the client (TRG). Consultant suggestions usually are submitted in writing, but oral presentations regarding findings are also common. For some projects, Executive management analysts are retained to aid in the implementation of recommendations.

Major Responsibilities: Minimum Qualifications: Bachelor's Degree in Business, Marketing, or related field. Master's Degree is a plus. Consultants typically have 10+ years of corporate consulting experience in their area of expertise.

Skills, Abilities, and Other Requirements: As needed per requirement

Working/Environmental Conditions: As needed per requirement

Web/Internet/Experts

Supervisor: Not Applicable

Employment Status: Exempt (Executive Exemption)

Major Responsibilities:

- Provide Strategic Counsel
- Provide Subject Matter Expertise in written and verbal briefings
- Review documents and provide analyzes as requested
- Research marketing plans
- Research surveys that have been conducted
- Provide technical expertise on the format and design of WebSite.
- Develop marketing plans

Minimum Qualifications Ten (10) to Fifteen (15) plus years experience at the senior level in any of the following: Public Affairs, Media and Press Relations, Strategic Communications, International Public Relations, International Media Relations, and Crisis Management. BA Degree. Masters Degree (MA) may substitute for experience.

Skills, Abilities, and Other Requirements: They have superior experience in any one or combination of the following: strategic and crisis communications, strategic planning sessions; the design and use of information mapping; the use of media in disseminating messages; the use of communication to achieve policy objectives; use of communication in world-wide; high-profile situations and events; project management experience or experience in theaters of conflict; strategic analysis experience and tactic experience; technical skills and experience in WebSite design; web technology; programming for websites; and other Internet related expertise

Working/Environmental Conditions: Incumbent will work from TRG HQ in Washington, DC and will be required to work 8 hours (9:00 AM- 6:00 PM) a day Monday-Friday and will be allowed a one-hour lunch and two 20-minute breaks.

Administrative Support (Level 1)

Supervisor: Program Manager

Employment Status: Full/Part Time Non-Exempt

Major Responsibilities:

- Establish, organize, and maintain files and records
- Receive and respond to correspondence (some of which may be confidential); proofread, revise, and edit other materials for accuracy, thoroughness, and appropriateness
- Accept, screen, and route telephone calls. Resolve routine and non-routine administrative problems and answer inquiries. Greet and direct visitors, as appropriate, concerning activities and operations of department/division
- Arrange meetings and conferences, schedule interviews and appointments and perform other duties related to maintaining one or more individual schedules; coordinate travel arrangements
- Sort, screen, and distribute incoming and outgoing mail; prepares photocopies and facsimiles, and operates a variety of office equipment. May order and maintain supplies
- Ability to apply basic administrative skills to perform standardized duties (e.g., to create memos, reports, spreadsheets, exhibits for presentations, etc.)
- Knowledge of administrative procedures and software applications (such as Microsoft Office Word, Excel, PowerPoint, etc.)
- Filing and records management systems
- Ability to exercise judgment to shift priorities and organize multiple tasks simultaneously

Minimum Qualifications: High School Diploma or GED supplemented with course work in typing, business machine and personal computer operations and **2 to 5** years secretarial/administrative experience. Must have knowledge of business machine operations, personal computers and related software, and accounting/billing processes.

Skills, Abilities, and Other Requirements: Must possess excellent business writing, editing and proofreading skills. Must possess ability to communicate both orally and in writing. Must possess ability to understand departmental operations and procedures. Effective organizational, interpersonal, and communication skills required to help resolve routine problems, answer general questions, and know when to escalate more complex issues

Working/Environmental Conditions: Incumbent will work from TRG HQ in Washington, DC and will be required to work 8 hours (9:00 AM- 6:00 PM) a day Monday-Friday and will be allowed a one-hour lunch and two 20-minute breaks.

Administrative Support (Level II)

Supervisor: Program Manager

Employment Status: Full/Part-Time Non-Exempt

Major Responsibilities:

- Schedule and organize complex activities such as meetings, travel, and department activities for all members of the Senior Management Team.
- Create and develop visual presentations for members of Senior Management Team
- Organize and prioritize large volumes of information
- Sort and distribute mail. Open mail for the President/Senior Management Team and determine level of priority.
- Handle confidential and non-routine information
- Work independently and within a team on special and nonrecurring and ongoing projects. Act as a project manager for special projects, at the request of the Senior Management, which may include: planning and coordinating multiple presentations, disseminating information, and organizing company wide events.
- Type and design general correspondences, memos, charts, tables, graphs, business plans, etc.

Minimum Qualifications:

High School Diploma or GED supplemented with course work in typing, business machine and personal computer operations and 5+ years secretarial/administrative experience. Must have knowledge of business machine operations, personal computers and related software, and accounting/billing processes

Skills, Abilities, and Other Requirements:

- Knowledge of administrative procedures and software applications (such as Microsoft Office Word, Excel, PowerPoint, etc.)
- Ability to exercise judgment to shift priorities and organize multiple tasks simultaneously

Working/Environmental Conditions:

Incumbent will work from TRG HQ in Washington, DC and will be required to work 8 hours (9:00 AM- 6:00 PM) a day Monday-Friday and will be allowed a one-hour lunch and two 20-minute breaks.

Media Strategist (Level I)

Supervisor: Senior Media Strategist

Employment Status: Full/part-time Non-exempt

Position Summary: The Media Strategist supports a variety of programs with the execution of multifaceted communications programs. A Media Strategist provides support with media analysis specific to a given client and uses the analysis to assist in the development in a strategic communications strategy, outline specific operational tactics, and to assist in the implementation of said strategy. A Media Strategist support programs with specific research projects and will provide specific language skills when necessary.

Major Responsibilities:

- Research of open source information, both current and historical, to identify and obtain client specific information;
- Regularly monitor open source reporting as related to specific programs;
- Write research summaries for client distribution, both as directed and proactively;
- Provide communications support to forward teams;
- Assist in the design and implementation of communication programs and other media-related initiatives as directed by program manager;
- Participate in internal and external meetings as requested by program manager;
- Maintain detailed and complete records of program materials and resources;
- Other tasks as requested by program manager.

Minimum Qualifications: A Media Strategist will have a Bachelor's degree in International Studies, Public Relations, or related field and have at least **6 months** of work relevant experience. A Media Strategist will also demonstrate the ability to speak a foreign language.

Skills, Abilities, and Other Requirements: A Media Strategist will demonstrate a proficiency in media research and the ability to articulate research in clear, concise reports. A Media Strategist will work effectively in teams of all sizes and effectively communicate with mid and senior-level colleagues. A Media Strategist should thrive in a deadline-driven environment while balancing numerous program activities simultaneously.

Working/Environmental Conditions: A Media Strategist will complete the project requirements from the TRG HQ in Washington, DC, from a client location, and/or a remote location. A Media Strategist will be assigned a desk at HQ and will be required to make remote work arrangements with the program manager. When assigned to a client

site the SMS will be required to follow the rules and regulations of that site and will follow that client's holiday schedule. A Media Strategist should be available evenings and weekends as necessary. Worldwide travel may be required with little or no advanced notice.

Media Strategist (Level II)

Supervisor: Senior Media Strategist

Employment Status: Full/part-time Non-exempt

Position Summary: The Media Strategist supports a variety of programs with the execution of multifaceted communications programs. A Media Strategist provides support with media analysis specific to a given client and uses the analysis to assist in the development in a strategic communications strategy, outline specific operational tactics, and to assist in the implementation of said strategy. A Media Strategist support programs with specific research projects and will provide specific language skills when necessary.

Major Responsibilities:

- Research of open source information, both current and historical, to identify and obtain client specific information;
- Regularly monitor open source reporting as related to specific programs;
- Write research summaries for client distribution, both as directed and proactively;
- Provide communications support to forward teams;
- Assist in the design and implementation of communication programs and other media-related initiatives as directed by program manager;
- Participate in internal and external meetings as requested by program manager;
- Maintain detailed and complete records of program materials and resources;
- Other tasks as requested by program manager.

Minimum Qualifications: A Media Strategist will have a Bachelor's degree in International Studies, Public Relations, or related field and have at least **3 years** of work relevant experience. A Media Strategist will also demonstrate the ability to speak a foreign language.

Skills, Abilities, and Other Requirements: A Media Strategist will demonstrate a proficiency in media research and the ability to articulate research in clear, concise reports. A Media Strategist will work effectively in teams of all sizes and effectively communicate with mid and senior-level colleagues. A Media Strategist should thrive in a deadline-driven environment while balancing numerous program activities simultaneously.

Working/Environmental Conditions: A Media Strategist will complete the project requirements from the TRG HQ in Washington, DC, from a client location, and/or a remote location. A Media Strategist will be assigned a desk at HQ and will be required to make remote work arrangements with the program manager. When assigned to a client

site the SMS will be required to follow the rules and regulations of that site and will follow that client's holiday schedule. A Media Strategist should be available evenings and weekends as necessary. Worldwide travel may be required with little or no advanced notice.

Media Strategist (Level III)

Supervisor: Senior Media Strategist, Program Manager

Employment Status: Full/part-time Non-exempt

Position Summary: The Media Strategist supports a variety of programs with the execution of multifaceted communications programs. A Media Strategist provides support with media analysis specific to a given client and uses the analysis to assist in the development in a strategic communications strategy, outline specific operational tactics, and to assist in the implementation of said strategy. A Media Strategist support programs with specific research projects and will provide specific language skills when necessary.

Major Responsibilities:

- Research of open source information, both current and historical, to identify and obtain client specific information;
- Regularly monitor open source reporting as related to specific programs;
- Write research summaries for client distribution, both as directed and proactively;
- Provide communications support to forward teams;
- Assist in the design and implementation of communication programs and other media-related initiatives as directed by program manager;
- Participate in internal and external meetings as requested by program manager;
- Maintain detailed and complete records of program materials and resources;
- Other tasks as requested by program manager.

Minimum Qualifications: A Media Strategist will have a Bachelor's degree in International Studies, Public Relations, or related field and have at least **5 years** of work relevant experience. A Media Strategist will also demonstrate the ability to speak a foreign language.

Skills, Abilities, and Other Requirements: A Media Strategist will demonstrate a proficiency in media research and the ability to articulate research in clear, concise reports. A Media Strategist will work effectively in teams of all sizes and effectively communicate with mid and senior-level colleagues. A Media Strategist should thrive in a deadline-driven environment while balancing numerous program activities simultaneously.

Working/Environmental Conditions: A Media Strategist will complete the project requirements from the TRG HQ in Washington, DC, from a client location, and/or a remote location. A Media Strategist will be assigned a desk at HQ and will be required to make remote work arrangements with the program manager. When assigned to a client

site the SMS will be required to follow the rules and regulations of that site and will follow that client's holiday schedule. A Media Strategist should be available evenings and weekends as necessary. Worldwide travel may be required with little or no advanced notice.

Media Strategist (Level IV)

Supervisor: Senior Media Strategist, Program Manager

Employment Status: Full/part-time Non-exempt

Position Summary: The Media Strategist supports a variety of programs with the execution of multifaceted communications programs. A Media Strategist provides support with media analysis specific to a given client and uses the analysis to assist in the development in a strategic communications strategy, outline specific operational tactics, and to assist in the implementation of said strategy. A Media Strategist support programs with specific research projects and will provide specific language skills when necessary.

Major Responsibilities:

- Research of open source information, both current and historical, to identify and obtain client specific information;
- Regularly monitor open source reporting as related to specific programs;
- Write research summaries for client distribution, both as directed and proactively;
- Provide communications support to forward teams;
- Assist in the design and implementation of communication programs and other media-related initiatives as directed by program manager;
- Participate in internal and external meetings as requested by program manager;
- Maintain detailed and complete records of program materials and resources;
- Other tasks as requested by program manager.

Minimum Qualifications: A Media Strategist will have a Bachelor's degree in International Studies, Public Relations, or related field and have at least **7+ years** of work relevant experience. A Media Strategist will also demonstrate the ability to speak a foreign language.

Skills, Abilities, and Other Requirements: A Media Strategist will demonstrate a proficiency in media research and the ability to articulate research in clear, concise reports. A Media Strategist will work effectively in teams of all sizes and effectively communicate with mid and senior-level colleagues. A Media Strategist should thrive in a deadline-driven environment while balancing numerous program activities simultaneously.

Working/Environmental Conditions: A Media Strategist will complete the project requirements from the TRG HQ in Washington, DC, from a client location, and/or a remote location. A Media Strategist will be assigned a desk at HQ and will be required to make remote work arrangements with the program manager. When assigned to a client

site the SMS will be required to follow the rules and regulations of that site and will follow that client's holiday schedule. A Media Strategist should be available evenings and weekends as necessary. Worldwide travel may be required with little or no advanced notice.

Senior Media Strategist (Level I)

Supervisor: Program Manager

Employment Status: Exempt or Full/Part-time non-exempt

Position Summary: The Senior Media Strategist supports a variety of programs with the execution of multifaceted communications programs. A Senior Media Strategist provides media analysis specific to a given client and uses the analysis to develop a strategic communications strategy, outline specific operational tactics, and the implementation of said strategy. A Senior Media Strategist supports programs with specific research projects and will provide specific language skills when necessary.

Major Responsibilities:

- Research of open source information, both current and historical, to identify and obtain client specific information;
- Regularly monitor open source reporting as related to specific programs;
- Write research summaries for client distribution, both as directed and proactively;
- Serve as a liaison to the client as directed by program manager;
- Provide communications support to forward teams;
- Provide insight with regards to project design, message development, positioning, strategy, and audiences;
- Design and implement communication programs and other media-related initiatives as directed by program manager;
- Write and/or edit internal and external communications, news summaries, featured reports, concepts/story ideas, scripts, Public Service Announcements, status and final project reports and other written communications as requested by program manager and/or clients.
- Participate in internal and external meetings as requested by program manager;
- Maintain detailed and complete records of program materials and resources;
- Assess working relationships and identify sales opportunities;
- Other tasks as requested by program manager.

Minimum Qualifications: Senior Media Strategist will have a Bachelor's degree in International Studies, Public Relations, or related field and will have at least 7 years of related work experience.

Skills, Abilities, and Other Requirements: A Senior Media Strategist will demonstrate a proficiency in media research and the ability to articulate research in clear, concise reports. A Senior Media Strategist will work effectively in teams of all sizes and effectively communicate with mid and senior-level colleagues. A Senior Media Strategist should thrive in a deadline-driven environment while balancing numerous

program activities simultaneously. A Senior Media Strategist will also demonstrate leadership and management qualities.

Working/Environmental Conditions: A Senior Media Strategist (SMS) can complete the job requirements from TRG HQ in Washington, DC, a client location, an/or a remote location. A SMS who is assigned to HQ will be assigned a desk and will be required to make remote work arrangements with the program manager. When assigned to a client site the SMS will be required to follow the rules and regulations of that site and will follow that client's holiday schedule. A SMS may be required to use a Blackberry type device and will be expected to be available evening as weekends as needed. Worldwide travel may be required with little or no advanced notice.

Senior Media Strategist (Level II)

Supervisor: Program Manager

Employment Status: Exempt (Administrative Exemption)

Position Summary: A Senior Media Strategist (SMS) may have multiple programs and the responsibility for the execution of each multifaceted communications programs. A SMS is responsible for the overall management of the administrative needs of a program and the management of the team (anywhere from 0-15 personnel) assigned to the program. A SMS provides guidance to team and assigns media research tasks as driven by client needs. A SMS will use the analysis to manage the development of a strategic communications strategy, outline specific operational tactics, and the implementation of said strategy.

Major Responsibilities:

- Regularly monitor open source reporting as related to specific programs;
- Establish procedures to ensure timely-completion of the program team's assignment;
- Manage research tasks assigned to team;
- Serve as a liaison to the client;
- Provide regular program updates to senior staff members, to include weekly reports and regular meetings;
- Analyze program and team status, make recommendations for improvements and/or redirection of work efforts;
- Manage the development of project design, message development, positioning, strategy, and audiences;
- Develop and evaluate public relations initiatives;
- Manage the design and implement communication programs and other media-related initiatives as directed by the program manager;
- Participate in internal and external meetings;
- Maintain detailed and complete records of program materials and resources;
- Assess working relationships and cultivate sales opportunities;
- Other tasks as requested by program manager.

Minimum Qualifications: At minimum a Bachelor's Degree in International Studies, Public Relations, or related field and 7+ years of work experience with at least 2 years as a program or project manager.

Skills, Abilities, and Other Requirements: A SMS will have proven leadership and management qualities and will successfully manage teams of all sizes and effectively communicate with mid and senior-level colleagues. A SMS should thrive in a deadline-driven environment while balancing numerous program activities simultaneously. A SMS will have an intellectual curiosity for international organizations, diplomatic communities, and international media organizations, and U.S. Government Agencies.

Working/Environmental Conditions: A SMS can complete the job requirements from TRG HQ in Washington, DC, a client location, an/or a remote location. A SMS who is assigned to HQ will be assigned a desk and will be required to make remote work arrangements with the program manager. When assigned to a client site the SMS will be required to follow the rules and regulations of that site and will follow that client's holiday schedule. A SMS may be required to use a Blackberry type device and will be expected to be available evening as weekends as needed. Worldwide travel may be required with little or no advanced notice.

SIN(s) PROPOSED	SERVICE PROPOSED (e.g. Job Title/Task)	OFFERED TO GSA (excluding IFF)
541-1000;	Cell Phone Rental and Usage	\$1,085.19
541-1000;	Vaccines	\$458.46
541-1000;	French, Greek, Serbian, Albanian, Russian Verifiers	\$11,300.23
541-1000;	SME	\$2,569.38
541-1000;	Content Publishing	\$13,263.82
541-1000;	Photo Software	\$601.77
541-1000;	Translations Services	\$42,518.91
541-1000;	Security Management Services	\$29,345.66
541-1000;	Adobe Photoshop	\$695.94
541-1000;	Telephone- Long Distance	\$2,135.17
541-1000;	Ink Cartridges	\$30.89
541-1000;	Dedicated Work Space	\$3,073.18
541-1000;	Telephone System	\$4,020.01
541-1000;	News Media Service	\$2,663.84
541-1000;	AP Style Books	\$83.53
541-1000;	Batteries	\$483.50
541-1000;	Annual Membership SOS Emergence Services	\$201.52
541-1000;	AP Online and World Stream	\$13,566.33
541-1000;	House and Office Supplies for Field team	\$13,732.48
541-1000;	Customs Fee	\$3.02
541-1000;	Passport/Press ID photos	\$100.76
541-1000;	Medical Supplies	\$277.77
541-1000;	Armored Jackets	\$4,277.26
541-1000;	Fax machines	\$644.38
541-1000;	Excesss Baggage Charge	\$1,511.40
541-1000;	Payment for Car/driver	\$302.28
541-1000;	generator purchase	\$1,207.10
541-1000;	Photoshop	\$615.59
541-1000;	copier supplies	\$302.51
541-1000;	microphones	\$1,064.77
541-1000;	exchange fee/commission cost	\$2.79
541-1000;	data watch system	\$57.44
541-1000;	smart media card for field team	\$334.27
541-1000;	meeting expenses	\$239.96
541-1000;	utility bills	\$401.02
541-1000;	advertisement materials	\$868.55
541-1000;	strategic planning conference expense	\$19,700.39

541-1000;	PPA consultation expenses	\$52,777.22
541-1000;	monthly hosting service for website	\$28,169.82
541-1000;	video production	\$5,458.17
541-1000;	photographer	\$2,396.83
541-1000;	walkie talkies	\$95.88
541-1000;	computer/camera-other supplies	\$15,584.52
541-1000;	CD rewritable disks	\$78.72
541-1000;	Install Fax Line	\$285.15
541-1000;	Cabling data	\$4,176.91
541-1000;	Office Supplies	\$3,529.11
541-1000;	banners	\$2,841.43
541-1000;	monthly rental of PC's	\$3,372.43
541-1000;	headsets for phone	\$815.62
541-1000;	leadership directories-media book research	\$309.01
541-1000;	letterhead and envelopes	\$816.20
541-1000;	video transfer-multi video services	\$377.70
541-1000;	shipping boxes	\$105.29
541-1000;	business cards	\$1,488.59
541-1000;	shipping and delivery: UPS, FedEx. Courier	\$2,292.20
541-1000;	focus groups	\$24,182.40
541-1000;	US Postage	\$8.98
541-1000;	Copied of broadcast shows	\$131.49
541-1000;	printing reports	\$1,360.15
541-1000;	catering	\$5,304.72
541-1000;	rent a PC	\$1,899.86
541-1000;	survey research	\$14,680.73
541-1000;	video Production - camera crew, editing, collection and production	\$59,952.20
541-1000;	computer/equipment	\$8,444.66
541-1000;	live wire installation. Maintenance, equipment	\$18,217.41
541-1000;	wire subscription service	\$13,636.35
541-1000;	honorariums	\$6,045.60
541-1000;	conference expenses	\$8,693.81
541-1000;	studio rental	\$12,091.20

541-1000;	on line editing/video transfer	\$1,007.68
541-1000;	tape stock	\$100.76
541-1000;	desktop formatting/design	\$4,395.20
541-1000;	design, writing, and layout	\$1,348.77
541-1000;	design, editing, line art. Layout. Camera ready. Copy-one time	\$1,298.29
541-1000;	development and design and graphics, one-time	\$842.15
541-1000;	voice over-one time	\$710.36
541-1000;	music composition-one time	\$755.70
541-1000;	lexis/nexus research subscription monthly	\$4,534.20
541-1000;	FBIS research monthly cost	\$65.49
541-1000;	ISP connection for translators-monthly cost	\$20.10
541-1000;	GSM cell phone rental and usage for Europe/Field locations	\$1,085.19
541-1000;	DPA wire service	\$12,312.87
541-1000;	prepays satellite time @\$3 per inute x 100 minutes	\$302.28
541-1000;	O'Gara lease and ait time satellite	\$31,177.71
541-1000;	camera operator/package - one time	\$1,000.85
541-1000;	bank and wire fees and charges	\$168.17
541-1000;	survey, research-polling/survey research - up to each	\$58,938.75
541-1000;	survey research-focus groups - up to each	\$19,444.75
541-1000;	Alerts 24/7 - Up to monthly	\$57,420.32
541-1000;	research/support-subscription-up to monthly	\$53,397.50

541-1000;	monitoring services-up to monthly	\$20,150.00
541-1000;	dissemination - up to each	\$38,258.00

541-1000;	BREAK DOWN OF ALERT's Fixed Cost (Up to Each) as stated above.			
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RENDON Alert Packages

RENDON ALERT - REGIONAL COMBATANT COMMANDS - Each	\$15,000.00
RENDON ALERT - INDIVIDUAL COMMAND UNITS - Each	\$1,500.00
RENDON ALERT - SPECIAL LISTS/SPECIAL TOPICS/COUNTRY - Each	\$1,250 - \$5,000
RENDON ALERT - GLOBAL	\$25,000 to \$40,000
RENDON ALERT - REGIONS OF THE GLOBE - Each	\$7,500.00

Additional topics - \$1,500 Month each topic	\$1,500.00
Daily Clips Packages - 2 hours a day per package - \$4,960 Month	\$4,960.00
Daily Summary and Analysis - 2 hours a day per package - \$4,960 Month	\$4,960.00
Additional E-mail Receipts - \$1,000 per 250 emails	\$1,000.00
Weekly Clips Packages - 6 hours a week per package	\$1,980.00
Weekly Summary and Analysis - 6 hours a week per package	\$1,980.00

Examples of Packages/Costs

Fixed Monthly Cost

- Basic Subscription - 24/7 Alerts	\$7,500.00
Basic Subscription - 24/7 Alerts, Clips	\$12,460.00
Basic Subscription - 24/7 Alerts, Clips, Summary	\$17,420.00
Basic Subscription - 24/7 Alerts, 250 emails	\$8,500.00
Basic Subscription - 24/7 Alerts, 3 additional topics	\$12,000.00
	\$22,920.00

Fixed Monthly Cost

A Second, Third, Fourth etc. RENDON Alert Package - new region, additional service

\$5,000.00
EACH Additional
Package

(Discounted because of first package/subscriptions)

* If a client wishes coverage from a service not in TRG's basic package, that client will be billed directly for the additional service requested, I.e. Bloomberg, Dow Jones, Etc.

2. Maximum Order: \$1 Million Dollars per order/per SIN
3. Minimum Order: \$100.00
4. Geographic Coverage (Delivery Area): Worldwide
5. Point of Production: Washington, D.C.
6. Net Price/Discount Deducted – Discount from list prices or statement of net price: None
7. Quantity Discounts: None
8. Prompt Payment Terms: None
- 9a. Notification that Government Purchase Cards are Accepted Below the Micro purchase Threshold:

The Rendon Group, Inc. will accept the Government Commercial Credit Card . Government Purchase /Credit Cards are accepted.
- 9b. Notification That Government Purchase Cards Are Accepted or Not Accepted Above the Micro purchase Threshold:

Government Purchase/Credit Cards are accepted above the micro purchase threshold.
10. Foreign Items: N/A
- 11a. Time of Delivery: Will adhere to the delivery schedule as specified by the agencies' purchase order.
- 11b. Expedited Delivery: Items available for expedited delivery are noted in this price list.
- 11c. Overnight and 2-day Delivery: Contact the contractor for expedited delivery
- 11d. Urgent Requirements: ADD clause from contract
Contact contractor for faster delivery or rush requirements.
12. F.O.B. Points: Destination
- 13a. Ordering Address: The Rendon Group, Inc.
1875 Connecticut Avenue NW
Suite 716

Washington, DC 20009
(202) 745-4900 – phone
(202) 745-4901 – FAX
slibby@rendon.com

13b. Ordering Procedures: For services and supplies, the ordering procedures and information on Blanket Purchase Agreements (BPAs), will comply with Federal Acquisition Regulation (FAR) 8.405-3.

14. Payment Address: The Rendon Group, Inc.
1875 Connecticut Avenue NW
Suite 716
Washington, DC 20009
(202) 745-4900 – phone
(202) 745-4901 – FAX

15. Warranty Provisions: The Contractor warrants and implies that the items delivered hereunder are merchantable and fit for the particular purpose described in this contract.

16. Export Packing Charges: N/A

17. Terms and Conditions of Government Purchase Card Acceptance:
\$2,500 and above

18. Terms and Conditions of Rental, Maintenance and Repair: Not Applicable

19. Terms and Conditions of Installation: Not Applicable

20. Terms and Conditions of Repair Parts, etc.: Not Applicable

20a. Terms and Conditions for Any Other Services: Not Applicable

21. List of Service and Distribution Points: Not Applicable

22. List of Participating Dealers: Not Applicable

23. Preventive Maintenance: Not Applicable

24a. Special attributes such as environmental attributes: Not Applicable

24b. Section 508 compliance information available on Electronic and Information Technology (TIT) supplies and services: Not Applicable

25. Data Universal Number System Number: 14-407-7898

26. Notification Regarding Registration in Central Contractor Registration (CCR Database):

The Rendon Group, Inc. is registered in the DOD Central Contractor Registration Database. The Rendon Group, Inc. can be found by name or by DUNS # 14-407-7898.